

« MASTER'S DEGREE 2 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

BUSINESS GAMES

TEACHER :

Name :	YAMATE
First Name :	Patrice
E-Mail :	pyamate@gmail.com

TEACHING OBJECTIVES

The main objective of the course is to get a better understanding of real life business situations through different simulations. In order to be successful, students will have to take many elements into account: decision-making, human resources, finance, supply and demand, supply chain management, negotiating, communication, as well as ethics.

Students will also create a company in groups and write a business plan that will be submitted to a jury composed of other groups as well as the teacher.

PREREQUISITE :

None



PLAN :

<p>Session 1:</p> <ul style="list-style-type: none"> - Presenting the program - Defining business games and their purpose - Defining ethics and corporate social responsibility - Predicting then looking at facts about Monopoly - Playing Monopoly with different rules to get a different view of fairness and ethics - Feedback: how did the different rules impact gameplay? How do they relate to real life situations? 	<p>Session 4:</p> <ul style="list-style-type: none"> - Looking at the different elements of decision-making: data (linear regressions), ethics and corporate social responsibility, market trends, innovation.... - Studying the different impacts when making decisions - Playing the Wall Street Game to see how decisions impact capital and profit - Analyze results: why did some groups do much better than others ? How did their decisions impact success?
<p>Session 2:</p> <ul style="list-style-type: none"> - Gathering and studying facts about different countries from various economic backgrounds - Dividing the students into groups representing different countries - Playing "The Trading Game" where students will try to maximize profit using their countries' assets and negotiating with others - Feedback: analyzing the results. How could the profits have been better ? Were the situations fair ? How does it reflect actual world economy? 	<p>Session 5:</p> <ul style="list-style-type: none"> - Q&A time for the company and its business plan. - Give students time to discuss their projects according to the information they have just obtained. - Prepare a mind map for company creation - Play the Small Business Game and manage a company online - Feedback on the game: what was difficult? What incidents could have been avoided ?
<p>Session 3:</p> <ul style="list-style-type: none"> - Explaining students what their company creation task will be. Create groups and discuss the different elements that have to be taken into account when starting a business. - Give students some time to start thinking about their company - Define SCM (Supply Chain Management) - Play the Beer Distribution Game to understand what difficulties and coordination problems the different actors of the supply chain face - Analyze results: defining the bullwhip effect as well as its consequences, and get feedback from the students. 	<p>Session 6:</p> <ul style="list-style-type: none"> - Handing in the Business Plan - Presenting the group project using Powerpoint slides or other tools. Students will have to convince the jury to help finance their project. In order to do so, well-defined objectives, marketing strategies, organizational structure and sales forecasts will be mandatory. Juries will only be able to finance a few projects and thus, will have to vote for the most promising ones. - Self-assessment for the company as well as the different games.

- **BIBLIOGRAPHIC ELEMENTS:**

Please Read and watch the videos (when applicable) before each corresponding lesson.

Session 1:

- First half of the page from : <https://goodmenproject.com/ethics-values/monopoly-almost-as-unfair-as-real-life/>
- <https://www.businesswire.com/news/home/20190910005160/en/Hasbro-Introduces-Ms.-Monopoly-%E2%80%93-Game-Franchise>
- <https://aeon.co/ideas/monopoly-was-invented-to-demonstrate-the-evils-of-capitalism>